



# USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/18 thru 07/24.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jul 18, 2008

## NATIONAL SUMMARY

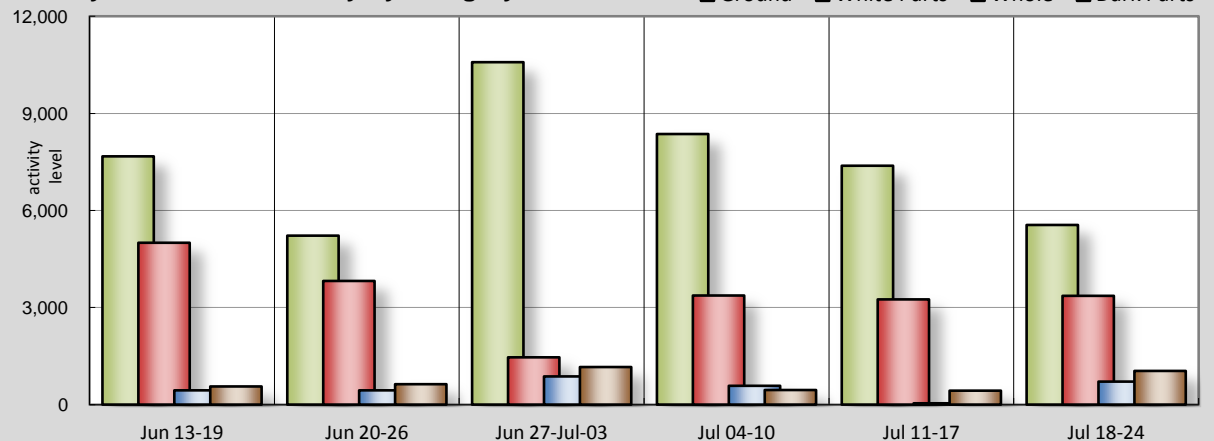
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>46.5% of 18,000 outlets</b>		<b>37.5% of 18,000 outlets</b>		<b>44.2% of 17,000 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>14.2%</b>		<b>8.5%</b>		<b>3.8%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>11,730</b>		<b>11,770</b>		<b>13,790</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>						
Fresh - Hens	20	1.34			130	0.92
" - Toms	10	1.29			10	1.29
Frozen - Hens	470	0.84	40	0.89	70	1.10
" - Toms	210	0.79			40	1.04
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh			80	1.99	630	2.28
Frozen	380	1.57	300	1.82	740	1.46
<b>Hotel Style</b>						
Fresh					160	1.95
<b>Frozen</b>						
<b>Split, bone-in</b>						
Fresh	10	2.49	10	2.69	450	2.38
Rotisserie	770	7.35	620	6.22	2,670	7.34
<b>Boneless, whole</b>						
	210	3.99			40	4.63
<b>Cutlets</b>						
	640	4.71	1,350	4.26	380	4.18
<b>Cutlets, thin sliced</b>						
	210	5.34			130	4.99
<b>Strips</b>						
	140	5.45			150	4.96
<b>Tenders</b>						
	1,000	4.39	890	4.19	500	3.87
<b>Marinated Tenders</b>						
	970	3.73	620	4.06	820	3.83
<b>Drumsticks</b>						
	520	1.49	160	1.31	290	1.24
<b>Thighs</b>						
			10	1.89		
<b>Wings</b>						
	520	1.49	160	1.31	290	1.24
<b>Necks</b>						
			20	1.49		
<b>Smoked Drumsticks</b>						
			30	1.49		
<b>Smoked Wings</b>						
			30	1.49		
<b>Smoked Necks</b>						
			20	1.49		
<b>GROUND TURKEY:</b>						
	<b>5,550</b>	<b>2.76</b>	<b>7,380</b>	<b>2.61</b>	<b>6,110</b>	<b>2.63</b>
Patties	460	2.39	1,220	2.79	820	2.47
Sausage	1,940	2.61	1,750	2.47	1,660	2.48
85% lean	610	1.92	1,040	2.08	370	1.71
93% lean	1,300	2.19	2,530	2.38	2,190	2.44
Breast	1,240	4.15	840	3.93	1,070	3.71
Rolls (frsh/frz 1 lb.)	100	1.66	50	1.10	180	1.05

Note: rolls not included in ground fresh ground turkey total and weighted average.

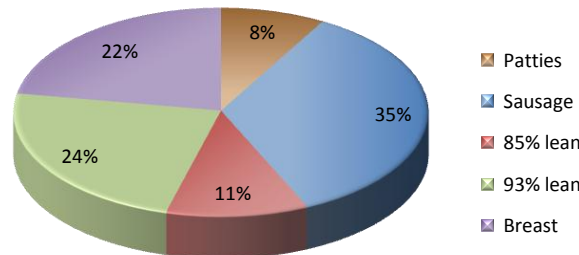
## This Week's Turkey Feature Highlights

Retailers in all three regions offer more turkey this week and a large number of stores have special rate promotions, such as buy one get one free. Frozen whole turkeys return to the ad pages and prices are very competitive. Hens continue to be more popular than toms. More stores offer frozen bone-in breasts and prices are sharply lower. Rotisserie breasts are more available for a quick and easy dinner item and prices trend higher. Boneless white meat cuts are fully represented. The popular items this week are tenders and marinated tenders while cutlets retreat from last week's high visibility. Drums and wings are active in the Western region and prices are strong. Fewer stores offer ground turkey items with a price, but many stores promote 93% lean at buy one get one free to entice consumers to buy in quantity. Offers on sausage and ground breast increase and are at higher trending prices this week, burgers and 85% lean are less active with lower average prices.

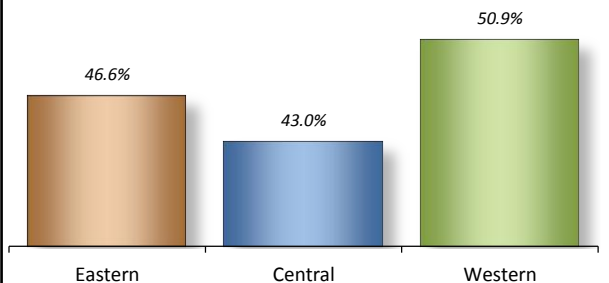
## Turkey Promotional Activity by Category



## Ground Turkey Featuring by Type



## Feature Rate by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/18 thru 07/24.**

Fri. Jul 18, 2008

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY)		
Feature Rate <sup>1/</sup> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>	46.6% of 8,100 sampled outlets 10.4% of stores w/ no-price promotions Activity Index = 6,430			43.0% of 5,650 sampled outlets 11.1% of stores w/ no-price promotions Activity Index = 2,080			50.9% of 4,250 sampled outlets 25.7% of stores w/ no-price promotions Activity Index = 3,120		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	1.39	10	1.39				1.29	10	1.29
" - Toms							1.29	10	1.29
Frozen - Hens	0.79	180	0.79	0.79 - 0.89	290	0.88			
" - Toms	0.79	180	0.79	0.79	30	0.79			
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.38 - 1.59	190	1.58	1.38 - 1.99	190	1.56			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.49	10	2.49						
Rotisserie	5.99 - 9.99	490	7.31	5.99 - 6.99	150	6.93	7.99	130	7.99
Boneless, whole	3.99	160	3.99	3.99	50	3.99			
Cutlets	3.99 - 4.99	330	4.46				4.99	310	4.99
Cutlets, thin sliced	4.69 - 5.99	210	5.34						
Strips							5.45	140	5.45
Tenders	4.49 - 4.79	270	4.56	3.99 - 4.79	150	4.05	3.99 - 4.79	580	4.39
Marinated Tenders	3.72 - 4.26	660	3.81	2.93 - 3.73	310	3.57			
Drumsticks							1.49	520	1.49
Thighs									
Wings							1.49	520	1.49
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	1.79 - 3.29	340	2.36	2.50	70	2.50	2.49 - 2.50	50	2.49
Sausage	2.39 - 3.19	1,230	2.62	1.99 - 3.19	560	2.61	2.46 - 2.79	150	2.48
85% lean	1.66 - 2.30	530	1.93	1.48 - 2.19	80	1.82			
93% lean	1.53 - 2.30	760	2.05	1.66 - 2.79	110	2.14	1.99 - 2.79	430	2.45
Breast (99-100% lean)	3.30 - 4.99	880	4.14	3.33 - 4.15	90	3.57	3.99 - 4.79	270	4.40
Rolls (frsh/frz 1 lb.)				1.39 - 1.99	80	1.83	0.99	20	0.99